

### REMARKS/ARGUMENTS

Claims 9-11, 14-23 are now pending, with claim 9 being the sole independent claim. Independent claims 9, 19 and 22 have been amended. Previously withdrawn claim 7 has also been amended to correct a typographical error. Claims 12 and 13 have been cancelled. Support for the amendment may be found, for example, in the Abstract, and at paragraph [0017] of U.S. Pub. No. 2007/0282795A1 (i.e., the original application). No new matter has been added. Reconsideration of the application, as amended, is respectfully requested.

In the Office Action mailed January 2, 2009, the Examiner objected to claims 9-23 as not being tied to a particular machine or apparatus. Accordingly, Applicant amended claim 9 to include the limitation of "A computer implemented method". It is believed that this objection has now been overcome.

Claim 22 is rejected under 37 U.S.C. 112, second paragraph. Applicant has deleted the objectionable term "specific format".

Claims 9-12, 16, 20, 22 and 23 are rejected under 35 U.S.C. 102(b) as anticipated by Ueda et al. (US 2002/018420 A1).

*Ueda* discloses a location-based information intermediation and acquisition method in which an intermediation computer system on a network intermediates location-based information provided on the network and synchronizes with a mobile communication terminal (see paragraph [0018]). However, *Ueda* fails to disclose at least the limitation of "uploading new data from information providers or administrators into an information exchange for receiving web-based information from web-based network sources", as required by amended Claim 9.

Accordingly, dependent claims 16, 20, 22 and 23 are also patentable over *Ueda*.

Claims 13, 14, 19 and 21 are rejected under 35 U.S.C. 103(a) as unpatentable over Ueda (US 2002/0184200A1) and further in view of Roth et al. (US 2002/0029186 A1).

*Roth* discloses a system for providing advertisements from a central server to viewers who access the website. The central server stores both advertisements which are to be displayed and an information database. The database includes information about viewers, information about the characteristics of particular web sites and other information relevant to which advertisements should be displayed for particular viewers (see Abstract). However, *Roth* also fails to teach or suggest at least the steps of "uploading new data from information providers or administrators into an information exchange for receiving web-based information from web-based network sources", "determining whether a user wishes to be notified about new results related to the queries; and combining the queries with other information provided by at least one of a device, computer, web service and search engine used if the user wished to receive new results related to the queries", and "translating the queries and said other information into a complex query based on at least one of a user's profile, other previously entered user information and a ranking of search results and third party trigger events, wherein the other information comprises advertisements stored in an ad database", as required by amended claim 9.

In view of the patentability of amended independent claim 9 for the reasons set forth above, dependent claims 14, 19 and 21 are each patentable over the cited prior art. Reconsideration and withdrawal of the rejection under 35 U.S.C. §103 are therefore requested, and a notice to that effect is earnestly solicited.

Claims 15, 17, and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ueda (US 2002/0184200 A1) and further in view of Crandall et al. (US 6321228 B1).

Crandall discloses a system and method that enable Internet users to access selected records retrieved from result sets that are derived from earlier search queries, and which tracks and ranks selected records that users deemed valuable to a search query.

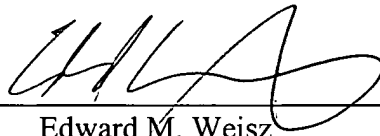
The combination of Ueda and Crandall also fail to teach or suggest the limitations of dependent claims 15, 17, and 18 for the same reasons Ueda fails to disclose or teach the limitations of amended claim 9 including the step of "uploading new data from information providers or administrators into an information exchange". Applicant respectfully submits claims 15, 17, and 18, which depend on amended claim 9, are patentable over the cited prior art.

Based on the foregoing amendments and remarks, this application is in condition for allowance. Early passage of this case to issue is respectfully requested.

It is believed that no fees or charges are required at this time in connection with the present application. However, if any fees or charges are required at this time, they may be charged to our Patent and Trademark Office Deposit Account No. 03-2412.

Respectfully submitted,  
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